

# High level overview

# Ireckonu

Elevating Guest Experiences through Seamless Integration

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# Empowering Hospitality with Data-Driven Innovation

Ireckonu, launched in 2014, transformed hospitality by providing cloud-native Middleware & CDP solutions. Originally solving a challenge for citizenM, it expanded globally, serving brands like Mandarin Oriental and Hard Rock. Led by AI visionary Jan Jaap van Roon, Ireckonu ensures data security with ISO 27001 certification, setting industry standards for quality.

## MISSION

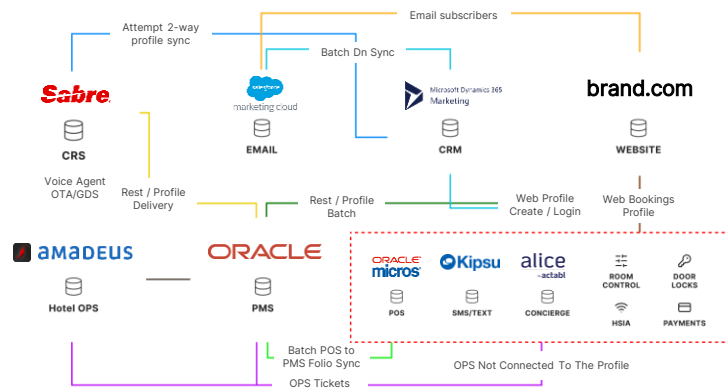
To Become the World's Most Trusted Customer Data Platform, Empowering Hotels with Reliable Insights and Streamlined Software for Unforgettable Guest Experiences.

# Industry Challenge

## Current situation for most hotel groups



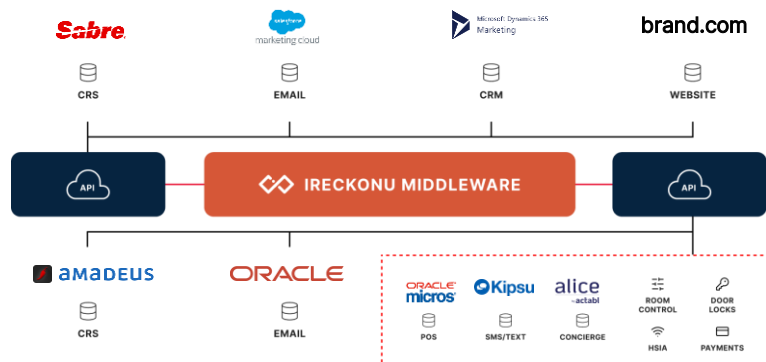
- Siloed databases
- No single source of truth for profile data
- Point-to-point integration, making it hard to monitor integration
- Unable to innovate – challenging to build a mobile app or digital guest experience



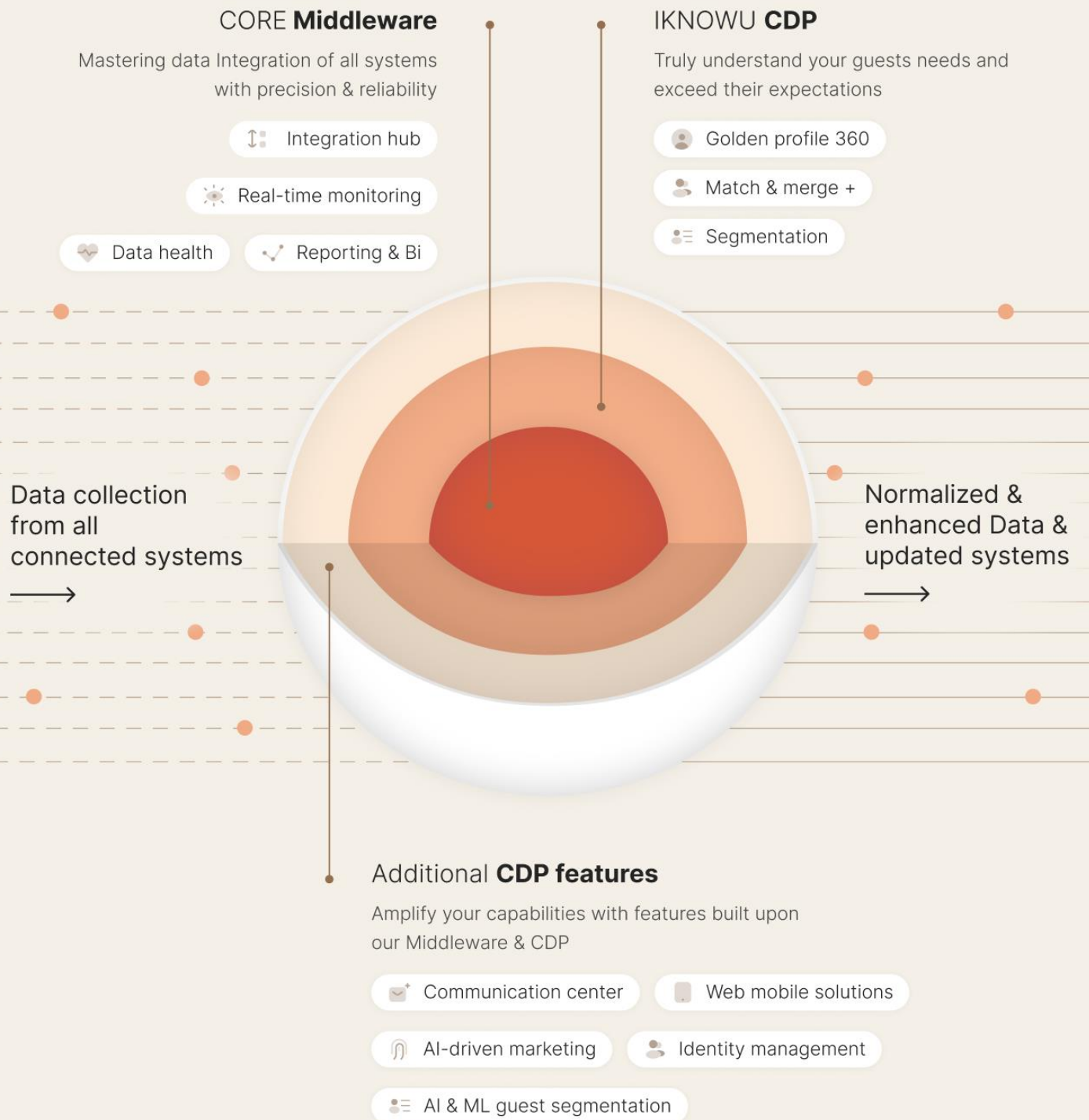
## Situation after implementing Ireckonu



- Real-time integrations
- 2-way sync to integrated system
- One single guest profile is shared with all connected hotels
- Centralized data management and reporting for all hotels
- APIs enable endless innovation for optimizing the digital guest experience



# Overview of the product



# Iknowu CDP+ features & add-ons

Golden Profile 360 | Match & Merge | Segmentation | Guest Recognition | Identity Mangement  
 AI & ML Segmentation | Communication Center | Web Mobile Check-In | AI-Driven Marketing

## Match & Merge+

Profile Fields	John Doe	John Doe	John Doe
Primary name	John Doe	John Doe	John doe
Primary email	john-doe@domain.com	john-doe@domain.com	john-doe@domain.com
Primary address	789456 St. 30309 Atlanta GA US	789456 St. 30309 Atlanta GA US	789456 St. 30309 Atlanta GA US
Primary phone	619613	619613	619613
Customer Loyalty	-	-	-
Language	-	-	-
Gender	Unknown	Unknown	Unknown
Date of Birth	00/00/2022	-	-
Company Name	-	-	-

## Golden Profile 360

**Contact info**

- daan.bakker@gmail.com
- +31200000000

**Stays**

Summary	Total stays: 90
Total spend: \$42,284.00	
# nights: 237	
# hotels: 4	

**Next stay**

Next stay: 21-23 Dec 2023	Hotel New York
Next hotel: Hotel New York	Hotel New York

**Preferences**

Booking	Room: 200 USD
Booking source: Booking.com	
Avg lead time: 3 stays	
Room type: Superior	
Diet	Next stay: 21-23 Dec 2023
Next hotel: Hotel New York	

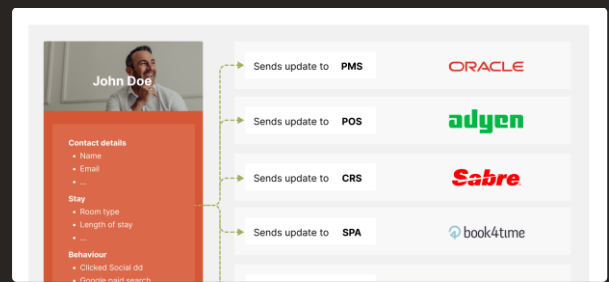
## Transactional & marketing messaging

**The Opulent**

Dear Isabelle,

We want to invite you!

## Guest Data Sync



## RFM+, Loyalty & Points

**Welcome back**

Welcome back to The Opulent Hotel New York. We wish you a pleasant stay.

**A little extra from us.**

Charlotte Doe CD

Your Stay | Reward | Upgrade | Payment

## Next Best Offer

**Next best offer**

Offer	Breakfast	Early check-in	Late check-out	Golf	Restaurant
Probability of conversion	55%	14%	6%	2%	42%

Order	Product	Probability of conversion
1	Spa treatment	68%
2	Breakfast	55%

# CORE Middleware features

Integration Hub | Real-Time Monitoring | Reporting & BI | Data Health

## Data Consolidation & Normalization

**Data input**

- CRS DATA: Sabre
- CRM DATA: Salesforce
- POS DATA: adyen
- PMS DATA: ORACLE

**Data Normalization**

**Data Centralization**

325, 1790, 85%, 85%

## Uptime

**SLA On Premise**

95.14%

Uptime 100%	17478	Uptime 100%	13360	Uptime 99%	15492	Uptime 100%	10538	Uptime 99%	9354
Uptime 100%	7114	Uptime 99%	6900	Uptime 99%	5546	Uptime 99%	5244	Uptime 100%	3707
Uptime 100%	2290	Uptime 100%	2116	Uptime 100%	4	Uptime 100%	2	Uptime 100%	2

## Reservation Store

**UAT Portal** All Hotels

Search for Reservation by Guest Name or Email

First Name, Last Name, Email, Title

Confirmation Number, Reservation Number, IRI Reservation ID, Room Number

Guest Name	Status	Email Address	Hotel Code	IRI Reservation ID	Channel/Sub-Source	Arrival Date	Created On (UTC)	Departure Date
John Roberts	In House	john@travel.com	MORIX	123123	ADS	12/12/21	11/16/2021, 3:01 PM	14/12/21

## Auto-Heal

Set rules + Algorithms

John Doe, John Doe, John Doe

Country: GB, Loyalty: Gold, Email: R4335@work.com, Phone: +31(0)1600000000

Country: EN, Loyalty: Gold, Email: R4335@work.com, Phone: +31(0)1600000000

Country: LIK, Loyalty: Gold, Email: R4335@work.com, Phone: +31(0)1600000000

Hotel A, Hotel B

## Data Quality Monitoring

Name Data	# of profiles without infractions	# of profiles evaluated	Hotel with most infractions
Email address	16,485	48,552	EUES
Street address	48,552	48,552	EUES
Phone number	22,042	48,552	EUES

## API Portal

Availability

Checkout

Reservation

Providing a PersonID will update the profile with reservation. If a person's information is sent without a PersonID then a new profile will be created. If, within this session, no profile was created but you know the person that's trying to create the reservation (i.e. they're logged in) then supply the PersonPreferenceCode.

```

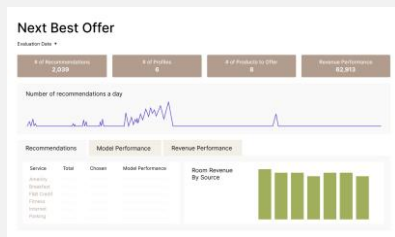
Parameters
{
  "PersonPreferenceCode": "1234567890",
  "PersonID": "1234567890",
  "PersonName": "John Doe",
  "PersonEmail": "john.doe@example.com",
  "PersonPhone": "+31(0)1600000000",
  "PersonCountry": "GB",
  "PersonLoyalty": "Gold",
  "PersonStatus": "In House",
  "PersonArrivalDate": "2021-12-12",
  "PersonDepartureDate": "2021-12-14"
}
    
```

# Insights you didn't know you needed.

## Using machine Learning

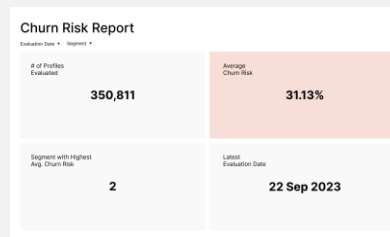
### Next best offer

Identify the most relevant services to offer guests with machine learning and predictive analytics.



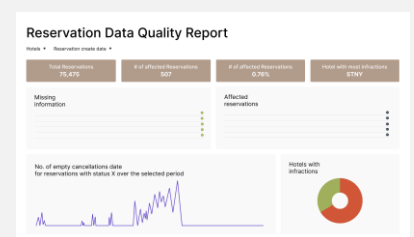
### Churn Risk Report

Spot and act on potential churn by understanding their behaviour.



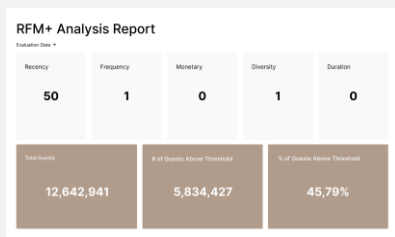
### Data Quality Report

Verify and enhance reservation data accuracy for more reliable information.



### RFM+ Analysis Report

Tailor loyalty programs with precision to enhance guest engagement and revenue.



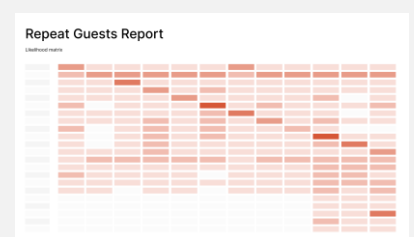
### Cancellation Lead Time

Have a clear understanding of when cancellations are likely to happen.



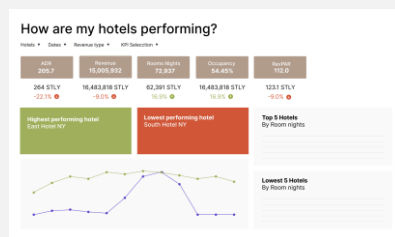
### Repeat Guests Report

Explore the impact of repeat guests with the Repeat Guest Report, offering detailed insights.



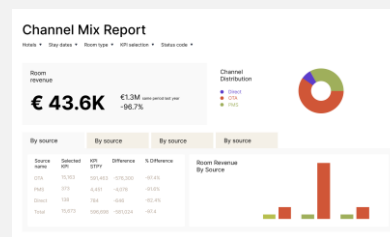
### 360° Analytics Report:

Simplify KPI tracking across multiple hotels with 360° Analytics and gain quick insights.



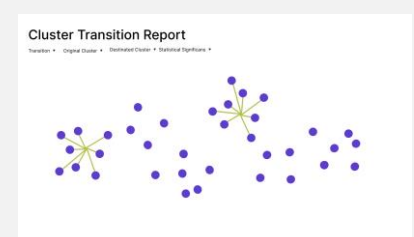
### Channel Mix Report

Access comprehensive analysis of a hotel's performance across various booking channels.



### Cluster transition report

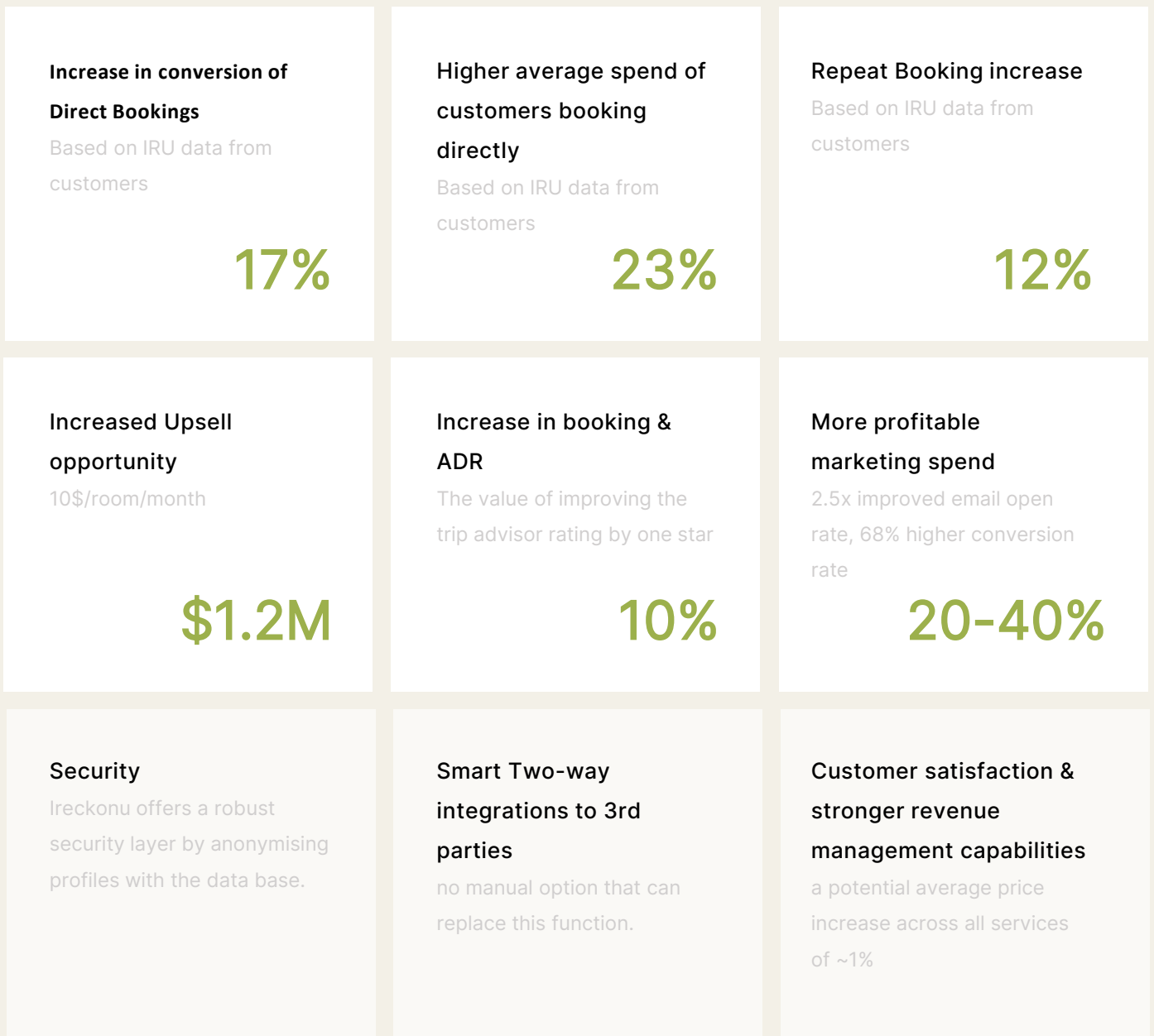
Track evolving guest clusters and profile changes with Automated Guest Segmentation data.





# High-level benefits

Unified Guest Profiles | 360-Degree Guest View | Personalization and Targeted Marketing | Real-time Data Processing | Integration with Existing Systems | Improved Guest Service | Data Security and Compliance | Data-Driven Decision Making:



# Customer Stories

Trusted by the world most-loved brands



## Revolutionizing Modern Travel: How Ireckonu Empowered citizenM

"Without Ireckonu, citizenM would not be where we are now, let alone where we will be in 5 to 10 years."

Michael Levie, Former CCO CitizenM

### ● Problem

citizenM aimed to disrupt traditional hotels, offering luxury experiences at affordable prices, relying on advanced technology to achieve this.

### ● Solution

Ireckonu's CORE Middleware connected and streamlined hotel operations, ensuring a seamless, tech-savvy, and cost-effective luxury hotel experience.

### ● Featured products

- Profiles, Kiosk
- On-Premise VM
- Key Management
- Floorplan Monitoring
- Operation Dashboard
- Network Monitoring



## Elevating Guest Engagement: How Ireckonu Transformed Loews Hotels & Co

With Ireckonu solution, we will be enabled to create a seamless and integrated guest experience framework. More importantly, it allows us to innovate and create customer intimacy throughout the travel journey."

Chi Chan, Former SVP, Commercial Loews Hotels & Co

### ● Problem

Loews Hotels & Co faced challenges unifying guest profiles and enhancing guest engagement across their diverse hotel group.

### ● Solution

Ireckonu's IKnowU Pro streamlined guest profiles, enabling a seamless, integrated guest experience, and nurturing customer intimacy.

### ● Featured products

- Golden Profile 360
- Match & Merge
- Identity Management
- Subscription Center
- Communication Center
- Guest Segmentation
- Mobile Check In & Check Out
- Mobile App

